



ACHARYA
ACHARYA
INSTITUTE OF
GRADUATE STUDIES

(NAAC Re Accredited 'A' Grade & Affiliated to Bengaluru Central University)
Siddavanahalli, Bengaluru-560107

DEPARTMENT OF MANAGEMENT

ABC-2019

ಬಿಇಇ ಬಿಬಿಇಇ ಕಾನ್ಫರೆನ್ಸ್

Presents

**ONE DAY NATIONAL CONFERENCE ON
PARADIGM SHIFT IN BUSINESS AND
ITS TRYST WITH SOCIAL MEDIA**

REGISTRATION FORM

Author Name: _____

Designation & Institution: _____

Mobile Number: _____

Email ID: _____

Co-Author Name: _____

Designation & Institution: _____

Mobile Number: _____

Email ID: _____

Title of Paper: _____

REGISTRATION & QUERIES

Mrs. Chaitra B. | 8904757298
Ms. Chaitra C. G. | 9738404337

CHIEF PATRON

Shri. B. Premnath Reddy
Chairman, Acharya Institutes.
Smt. Shalini Reddy
Executive Director, Acharya Institutes.

PATRON

Dr. Gurunath Rao Vaidya
Principal, Acharya Institute of Graduate Studies.

CONFERENCE ADVISOR

Dr. Anil B Malali
Head, Department of Commerce (PG).

CONVENER

Mrs. M. Sudha
Head, Department of Management.

ORGANISING SECRETARY

Mr. Raval Dipom Kumar, M
Asst. Professor, Department of Management.

ORGANIZING COMMITTEE MEMBERS

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ABOUT ACHARYA

The inception of Acharya Institutes under JMI Education Society, with a vision to be the abode of quality education was an initiative to provide the most conducive learning atmosphere to the aspiring learners. The Institutes has grown to contain more than 12,000 students and offers over 100+ academic programmes on site. The holistic education provided by the Institutes has been recognized across and subsequently ranked among top-notch globally. The campus spread across 120 acres is exemplary for its eco-friendly nature and congenial learning ambience. Located in Saladevanahalli, the campus stands at smaller proximity from the city and can be reached in few minutes by road. Acharya Institute of Graduate Studies (NAAC Accredited with 'A' Grade) was established in 2005. It offers a wide range of Undergraduate and Postgraduate programmes in various streams viz. Journalism & Mass Communication, Fashion & Apparel Design, Commerce & Management, Computer Applications, Arts & Humanities, Languages, Economics, Physics, Chemistry, Mathematics and Social Work. The Institution's commitment towards grooming its students goes beyond prescribed curriculum. It encourages activities that facilitate social mobility and employability. Over the years, students across the world have chosen the Institution for higher studies. It is one of the most sought after Institutions both at home and abroad.

ABOUT THE DEPARTMENT

The challenges imposed by the dynamic nature of business have always kept the department updated, both in its curriculum and faculty, to provide state-of-art education to the students. The Department of Management was established in the year of 2007 with 43 students; it has grown to home more than 800 students on the present date. The Department is a combination of qualified faculty with relevant industry experience and academicians with rich teaching experience. In tune with the progress of the Institution, the Department has grown in size and stature losing no sight of its objective of producing trained young professionals for Business Management. The Department focuses in enriching entrepreneurship skills among students and has taken several steps in promoting social values among fellow Faculty and students.



AIGS BUSINESS CONCLAVE (ABC-2019)

The conference intends to explore the changing dynamics of business in the digital era. In the era of netizens, an understanding of the business milieu and its competitive atmosphere is truly a challenge; the understanding of consumer need and the righteous means to pacify them too challenges the business stores. This conference is an attempt to confront and understand the modern era of business and its trust with social media.

Social Media based business model is essential for the development and the growth of the companies in the contemporary, global business environment. The paradigm shift in business in trust with social media leads business with more followers and increased brand awareness. There are several business social media issues that businesses have had to contend in the recent years. This is because social media is an emerging tool that the companies of all sizes are learning how to use for the first time.

CONFERENCE

The conference is proposed on to enlighten the state-of-art in technology, innovation in business and to provide opportunities for academicians, students and industrial people to share their thoughts, opinions and ideas on the paradigm shift in businesses. The conference also aims to open the new horizons of learning and undertake the core concept of role of Social Media in Business.

SUBMISSION GUIDELINES

- Abstract not exceeding 200 words
 - Full Paper not exceeding 3000 words
 - MS word format
 - 12 Times New Roman, A4 Size, 1.5 line spacing
 - Reference in APA style format 6th edition
- Mail your papers to:- abc2019@acharya.ac.in

CALL FOR PAPERS: *Original research papers from research scholars, students, academicians etc., are invited for presentation at the conference. Research paper will be reviewed by panel of experts and will undergo plagiarism scrutiny. All accepted papers will be published in reputed UGC recognized Journal with high impact factor.*

SUB THEMES

- Emerging trends in E marketing with Social Media
- Impact of Social Media in HRM
- Social Media influence on Financial Institutions
- Psychological Dimensions in Social Media
- Process of Co-Creation and Product Improvement Through Social Media
- Ethical and Unethical Practices in Social Media
- Social Media and Economy
- Synergy between Tele-Marketing and Digital Marketing
- Innovation in Social Media
- Patents and Copyrights in Social Media
- Entrepreneurship Opportunities in Social Media
- Business Community and Social Media Consumptions
- Social Media and its Stakeholders
- Role of Social Media in E-Services like E-Learning, E-tailing, Tele-Medicine etc.



DATES TO REMEMBER

Abstract Submission	04/03/2019
Abstract Acceptance	12/03/2019
Full Paper Submission	25/03/2019
Conference on	08/04/2019

REGISTRATION FEES DETAILS

Students & Research Scholars	Rs. 500
Academicians	Rs. 700
Industrial Delegates	Rs. 1000

- Publications Charges will be extra Rs 800/- per paper.
- Only two authors per paper are allowed.
- Registration is compulsory for publication.
- Hardcopies of journal will be distributed on request.
- Accommodation can be arranged on special request well in advance for outstation participants at a cost.
- OOD facility will be provided.

PAYMENT DETAILS

THROUGH DD:

In Favor of The Principal, Acharya Institute of Graduate Studies, Bengaluru

THROUGH: Online NEFT

Bank : State Bank of India
Account Name : Acharya Institute of Graduate Studies
A/c Number : 10308142193
IFSC : SBIN0003024
Branch : Peenya Industrial Estate, Bengaluru